



# JOBSTORE UK

Digital Agency, Traditional Values

## Jobstore - Our tips for interviews

Your interview can be a daunting process, however, with the right preparation and planning it needn't be an intimidating challenge.

Interviews will range from conversations lasting a few minutes to a number of formal meetings, sometimes with more than one interviewer. In any case, the interview is not to be feared, but instead regarded as an opportunity to demonstrate your strengths, aptitudes and enthusiasm as well as being your chance to ensure the company is right for you!!

## Do Your Research

Before the interview, it is really important that you get together information about the company that has the position to fill, and to relate your experience to the job spec. If you've reached the interview stage, you must dedicate as much time as possible to learning more about the background of your chosen company. Their website is an obvious starting point and can help you find the following:



Company values, culture and atmosphere



Social media pages



Past projects or case studies



Publications, press releases and marketing





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Make sure you search social media for any news stories which may make good, positive talking points. The more information you have, the more you can engage with your interviewer.

Questions about previous projects and how they performed reflect excellently on you, so look out for press releases in particular as these will highlight their recent successes.

While having a better handle on the values and history of the organisation will give you more to talk about, it will also help you to see if you would fit well within the team. The interview is as much an opportunity for you to get an impression of the culture as it is an assessment of you.

If you are applying through a recruitment agency, ensure that you work with your Recruiter so they can talk you through the client as a business and the expectations of the job. They'll be able to inform you of the atmosphere of the office, the types of people you'll be meeting and the level of formal dress required. You'll always need to be smart, but a full suit and tie may not fit for some organisations and certainly won't be the right attire for some industrial job postings.





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## Dress the part

At an interview it is extremely important to look, act and dress appropriately as you won't have a second chance at first impressions. If appropriate, a business suit should be worn – although check with your recruiter for indications of the business culture.

As more and more industrial and factory related vacancies are following the interview process, be sure to understand what would be the appropriate attire - Suits are unlikely to be right and some locations will insist on safety footwear and casual clothing being worn for a site tour.

Research has shown that an interviewer forms their impression within the first eight seconds of meeting with a candidate.

The remainder of the interview is either spent confirming this opinion, or turning it around.





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## Practice interviewing



Enlist friends or colleagues to ask you sample questions



Practise making eye contact



Video record your practice sessions - pay attention to body language and verbal presentation



Eliminate verbal fillers, like “uh,” and “um.” Practice using positive body language to signal confidence



Handle logistics early - have your clothes, CV, and directions to the interview site ready ahead of time.



If possible take a practice run travelling to and from the interview location

## Prepare likely questions

To get to the motivations and working style of a potential employee, employers often turn to behavioural interviewing, an interviewing style which consists of a series of probing, incisive questions. This may sound a little intimidating; however with a little preparation you can feel confident before the interview.





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**Here are three ways to help you prepare:**

## **1. Know your motives**

Before you begin the job search process you need to identify the real reasons motivating you to find a new job. There are some circumstances, such as redundancy, that are self-explanatory, but if you feel that you have reached the natural end of your current job then you need to examine why this is, and make sure these motivations match the jobs you are applying for.

## **2. Prepare your answers**

If you give your reason for leaving as lack of opportunity then an interviewer will be wondering why your current employer couldn't facilitate your growth, so be clear on the reasons why.

A much better answer than "I need a new challenge" would be:

"due to the size of the company they couldn't offer study support" or

"I am qualified now and they couldn't offer me a role fitting my experience."

This will show you know what is needed to further your career and are clear in your motivations.

## **3. Show understanding of the new role**

Reasons for leaving - Professionals are often declined at interview because employers just don't believe they are motivated enough, or their reasons for leaving won't be resolved in the new role. For example, you may say you aren't getting enough management accounts experience – but if the new role is similar the employer will be worried you won't enjoy this job either.





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Know your career plan - If you say you'd like to be a Director in 5 years, an employer may think this is not realistic in their company and that they are the wrong fit for you.

Salary - Do your research if you are looking for a higher salary, to see if your skills and experience can command this in your local area and whether your demands are realistic.

By understanding your motivations for leaving and making that your new role reflects these motivations, you are more likely to be able to answer these questions and find the right job for you.

## During the interview

A firm handshake with a positive smile will do wonders when you first meet your interviewer. Some small chit chat from the reception area to the interview room will also help. These are the vital seconds in making your first impression.

Body language is also very important in your interview. Come across confident and relaxed. We suggest sitting up straight, leaning forward slightly and always maintaining good eye contact with the interviewer or panel. Looking disinterested will not get you the job.

## After the interview

Following your interview, remember to give immediate feedback to your recruitment consultant. This needs to include any areas you felt you may have fallen down on - perhaps you have a nagging doubt about a specific answer you gave or forgot to highlight a certain valuable skill or experience.

Your consultant can cover this for you in his or her call to the employer. If you were interviewed directly, send a thank you email, expressing enthusiasm and keenness to join the company. Sent in the evening or the next day, this email can be an important factor in an employer's decision-making process.

